



SOUTHERN LIONS RUGBY UNION FOOTBALL CLUB

SPONSORSHIP PROSPECTUS



JOIN OUR PRIDE!



WWW.SOUTHERNLIONSRUFC.COM



Southern Lions Rugby Union Football Club

Who we are

Southern Lions RUFC comes from humble beginnings, founded in 1987 as Fremantle-Leeming RUFC. We took the Red, White and Blue colours of the original Fremantle Rugby Union Club and are proud inheritors of that tradition.

We are now proud to boast state of the art facilities within the City of Cockburn, over 150 senior players and over 250 junior rugby players

We are one of the largest rugby programs south of the river.

We play in the WA Premier Grade competition, the highest level in WA, and have teams from U6s right up to Golden Oldies. We have players in State and Regional representative teams.

We are an inclusive club, welcoming members from all over the globe. We also run the only All Abilities (inclusive of all disabilities) team in the Southern Hemisphere – everyone deserves the right to play the game we all love.

Our values

Southern Lions is known as “the PRIDE of the SOUTH”.

PRIDE defines the values that we individually and collectively strive to live –

- **PASSION** - Love rugby, love what you do
- **RESPECT** - Respect the game, respect the club, respect yourself
- **INTEGRITY** - Be honest with yourself, Be honest with your effort, Be the best that you can be
- **DEVELOP** - Develop the person, develop the player
- **ENGAGE** - Engage with rugby, club and community

“The strength of the PRIDE is the lion. The strength of the lion, the PRIDE.”

Southern Lions values community participation, social inclusion, being active and healthy, teamwork & sportsmanship, and all in a supportive & family orientated environment, where people come together to share in the sense of community, a sense of pride and a passion for the game of rugby union.

Our mission

To be **the** Premier Rugby Union club in Perth (Australia).

Your branding opportunities

Increase your company’s profile with unprecedented branding opportunities across our digital platforms and on game days.

- Premier Grade Match of Week on NITV and RugbyWA YouTube channel (twice per season)
- Southern Lions Facebook page with 1600 followers
- Southern Lions Instagram account with 800 followers
- Southern Lions Twitter account with 150 followers
- Southern Lions website www.southernlionlionsrufc.com
- Southern Lions Facebook internal club group with 1600 members
- Southern Lions Home Matches with up to 1000 supporters





Sponsorship Packages

Premier partner

Join the Southern Lions as our 16th man, with this fantastic opportunity to be the major sponsor of a Premier Grade Rugby Club in Western Australia, the highest standard of rugby in WA.

Southern Lions RUFC are one of the largest clubs south of the river. This gives you a great platform to promote your business to your target audience all whilst supporting community sport in your area.

Suggested contribution: \$25,000/yr

What's in it for you?

- Your company logo front and centre on the shirts of all Premier Grade shirts for Southern Lions RUFC
- Your company logo on all senior dress shirts worn by all players on evenings after matches
- Partner branding for Premier Grade live televised/streaming matches
- Pitch side banners with company branding at every home game
- Front page advertising for your brand on matchday programmes
- Priority recognition on the club's website with links to your company page
- Social media promotion through the clubs Facebook/Instagram with at least one post per week for your brand
- Personalised adverts on the PA system at every home game
- Priority position on the Southern Lions Sponsors Wall within the clubhouse
- Acknowledgment during team meals/awards and other social events
- Personalised offerings - selected from Customised Benefits section



Premier grade position sponsor

Join the Southern Lions and score every time your player does.

This is the chance to have your company logo on the shirt of a particular player within the Premier Grade side of Southern Lions RUFC. This gives your business the opportunity to be showcased on RugbyWA live YouTube stream and hundreds of fans pitch side all in your local area.

Suggested contribution: \$2,500/yr

What's in it for you?

- Your company logo above the number of the shirt you choose to sponsor
- Sight of your brand for Premier Grade live televised/streaming matches
- Pitch side banners with company branding at every home game
- Featured advertising for your brand in matchday programmes against your position
- Recognition on the club's website with links to your company page
- Social media promotion through the clubs Facebook/Instagram
- Announcement of your brand on matchdays when your position scores
- Sight of your brand on the Southern Lions Sponsors Wall within the clubhouse
- Premier grade player's fees paid for the year
- Personalised offerings - selected from Customised Benefits section





Senior team sponsor

Your business can be the sponsor of an individual team of Southern Lions RUFC. This will mean your company's logo has exposure to hundreds of potential customers every weekend, all whilst supporting community sport in your local area.

Suggested contribution: \$7,500/yr (All Abilities, Reserve Grade, Third Grade and Womens)

What's in it for you:

- Your company logo front and centre of your chosen team shirts for Southern Lions RUFC
- Sight of your brand for live televised/streaming RugbyWA matches
- Pitch side banners with company branding at every home game
- Featured advertising for your brand in matchday programmes
- Recognition on the club's website with links to your company page
- Social media promotion through the clubs Facebook/Instagram with at least one post per week for your brand
- Personalised adverts on the PA system at every home game
- Featured position on the Southern Lions Sponsors Wall within the clubhouse
- Acknowledgment during team meals/awards and other social events
- Personalised offerings - selected from Customised Benefits section

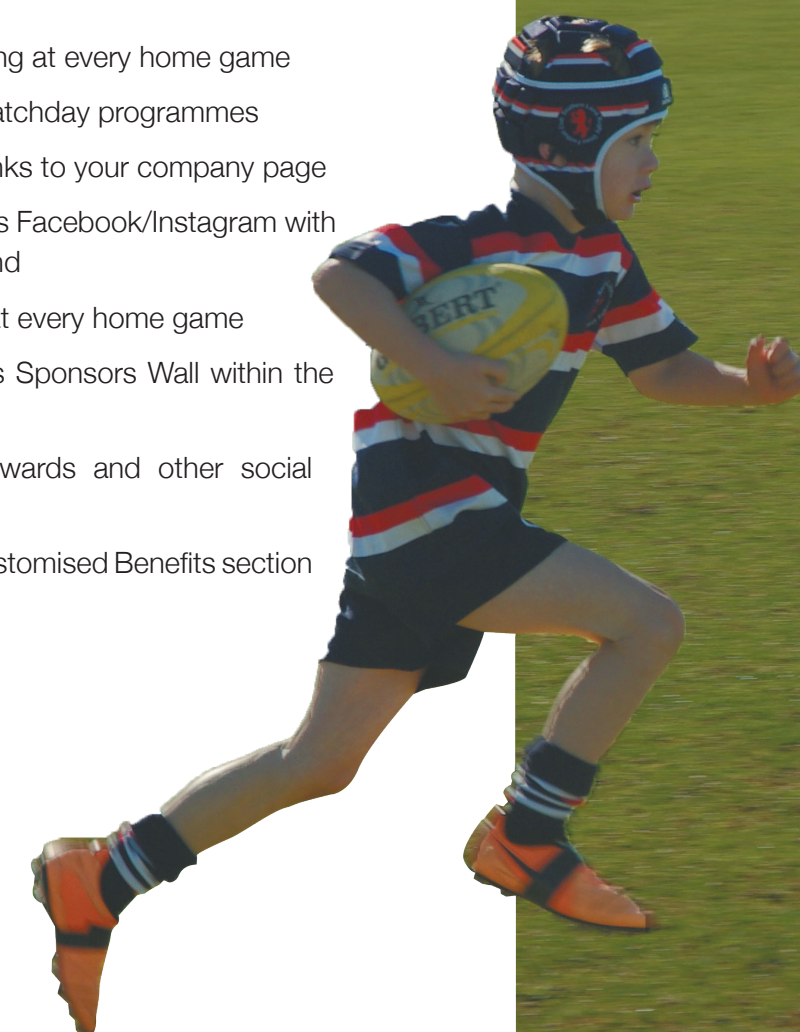
Junior team sponsor

Your business can be the sponsor of an individual team of Southern Lions RUFC. This will mean your company's logo has exposure to hundreds of potential customers every weekend, all whilst supporting community sport in your local area.

Suggested contribution: \$2,500/yr (Juniors/Colts)

What's in it for you:

- Your company logo front and centre of your chosen team shirts for Southern Lions RUFC
- Pitch side banners with company branding at every home game
- Featured advertising for your brand in matchday programmes
- Recognition on the club's website with links to your company page
- Social media promotion through the clubs Facebook/Instagram with at least one post per month for your brand
- Personalised adverts on the PA system at every home game
- Featured position on the Southern Lions Sponsors Wall within the clubhouse
- Acknowledgment during team meals/awards and other social events
- Personalised offerings - selected from Customised Benefits section





Customised Benefits

- Bar and merchandise vouchers
- Team signed shirt and photograph with your company logo/recognition plaque
- Complimentary ticket(s) to the annual end of season awards night as well as bar vouchers for the evening (includes all food and entertainment)
- Complimentary VIP ticket(s) to the sponsor's club match, where your company will also be showcased throughout the day and night as well in bar vouchers for the evening (includes all food and entertainment)
- Complimentary ticket(s) to Ladies Night as well as bar vouchers for the evening (Includes all food and entertainment)
- Complimentary number(s) to the inaugural 200 Club competition for Southern Lions RUFC (more details to follow)
- Discount on Southern Lions merchandise





What's next?

Speak to our President, our VP, or speak to anyone associated with Lions! We are one family and will always welcome the opportunity to speak with a local business which expresses an interest in supporting our club and community sport – in return offering some well-deserved publicity to your business.

Want to know more?

The listed packages are a great fit for some companies, but is it right for yours? Contact us to discuss other sponsorship opportunities should you feel these don't suit you or your business.

There remain other opportunities for you to showcase your business -

- Red, White and Blue Club - a program that provides individuals and families with an affordable way in which they can contribute to the continued development of the Southern Lions - become part of our dynamic membership group
- Individual player sponsor - support your relation, friend or workmate in the sporting endeavours
- Sleeve sponsor on team jerseys
- Weekly barbeque at home game and/or training nights

Contacts

Ronan O'Shea – Club President
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Shaun Morrison – Seniors Vice President
0474 821 113

Sandra Leef – Juniors Vice President
0407 840 140





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